



**GOVERNMENT OF THE DISTRICT OF COLUMBIA  
OFFICE OF THE DEPUTY MAYOR FOR PLANNING AND ECONOMIC DEVELOPMENT**

**FOR IMMEDIATE RELEASE:  
Friday, January 24, 2003**

**CONTACT:  
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**“reSTORE DC” BEGINS ITS SECOND YEAR OF COMMERCIAL REVITALIZATION  
2003 D.C. “MAIN STREETS” APPLICATION WORKSHOP DATES AND INFORMATION**

***About D.C. Main Streets***

*DC MAIN STREETS* provides a comprehensive package of technical and financial assistance to improve selected neighborhood business districts with, as well as resources to manage commercial districts and to implement activities and achieve stakeholder goals.

“Bringing economic development to every corner of the city means supporting local businesses in the communities that they serve,” Deputy Mayor for Planning and Economic Development Eric Price said. “The majority of the District’s businesses are local business—and they’re an integral part of the unique fabric of their neighborhoods.”

*MAIN STREETS* is based on the national Main Street Four-Point Approach, which emphasizes Organization, Design, Promotion and Economic Restructuring. *MAIN STREETS* is part of Mayor Williams’ based on-going, comprehensive revitalization program called *reStore DC*.

***Main Street Award***

*DC MAIN STREETS* resources – valued at approximately \$420,000 per recipient - are concentrated in the first five years of a neighborhood’s local Main Street program. A smaller amount of technical and financial assistance is available to participants who continue to operate Main Street programs after their first five years. Up to five neighborhoods will be selected to participate in the program in 2003.

***Application Process***

Neighborhoods business districts are competitively selected to participate in *DC MAIN STREETS* through an annual application procedure. Neighborhood business districts, as represented by a non-profit corporation, may apply to participate in *DC MAIN STREETS*. Selected applicants will receive the following kinds of help:

- Consulting services to develop the local revitalization program;
- Customized consulting services to address specific issues in each commercial district;
- On-going training and development for local Main Street staff and volunteers;
- Informational materials; and
- Matching funding to support the operation of each neighborhood Main Street program.

Technical and financial assistance will be provided to selected neighborhoods in the first five years of operation.

### ***Eligibility to Participate***

All neighborhood business districts within the District of Columbia are eligible to participate in the *DC MAIN STREETS* program. Business associations, community development corporations, resident associations, and other community-based, non-profit corporations are eligible to apply to participate in *DC MAIN STREETS*. Applicants must commit to following the Main Street Four Point Approach, demonstrate need for assistance, document support and funding for the local Main Street program, and describe their goals and plans for a local Main Street effort.

### ***Application Workshops***

Attendance at one of these workshops is a *mandatory* part of the application procedure. Eight neighborhood workshops will be held to provide information on the application procedure. Organizations that plan to apply to *DC MAIN STREETS* must send at least one representative to one of the eight workshops.

The workshops will include an overview of the Main Street Approach, a discussion of the benefits of participation with *DC MAIN STREETS*, a description of the application procedures, distribution of *DC MAIN STREETS* application materials, and an opportunity to network with representatives of the local Main Street programs designated in 2002.

Workshops will be held at the following dates and times:

#### **Thursday, February 6, 2003**

EVENING: 6:00 pm – 8:30 pm

Department of Housing and Community Development

Lavern Law (202) 442-7200

801 North Capitol Street

9<sup>th</sup> Floor Conference Room

METRO Red: Union Station

#### **Saturday, February 8, 2003**

MORNING: 10 am – 1 pm

Anacostia Professional Building

Thomas Glenn (202) 678-1010

2041 Martin Luther King, Jr., Avenue, SE

METRO Green: Anacostia

#### **Saturday, February 8, 2003**

AFTERNOON: 3:00 pm – 6:00 pm

O'Connor Hall, Trinity College

Leslie Hill (202) 884-9000

125 Michigan Avenue, NE

METRO Red: Brookland

#### **Monday, February 10, 2003**

EVENING: 5:00 pm – 8:00 pm

Juanita Thornton Shepard Park Library

Paul Galbraith (202) 541-6100

7480 Georgia Avenue, NW

METRO Red: Takoma

**Wednesday, February 12, 2003**

EVENING: 6:00 pm – 8:30 pm

Marshall Heights Community Development Organization

Evelyn Frazier (202) 396-1201

3939 Benning Road, NE

METRO Blue: Benning Road; METRO Orange: Minnesota Avenue

**Wednesday, February 19, 2003**

EVENING: 6:00 pm – 8:30 pm

University of the District of Columbia

Ollie Scruggs (202) 274-5313

4200 Connecticut Avenue, NW

Building 44, Room A-03

METRO Red: Van Ness

**Thursday, February 20, 2003**

EVENING: 6:00 pm – 8:30 pm

First Church of Christ, Science

Kit Kosakowski (202) 884-7490

1770 Euclid St. NW (facing Unity Park triangle, diagonal from City Bikes) Enter side door, around corner on Champlain Street

METRO Red: StreetLink from Woodley Park or MetroBus #42 from Dupont Circle

METRO Green: StreetLink from U Street/Cardozo

**Friday, February 21, 2003**

AFTERNOON: 1:00 pm – 4:00 pm

Department of Housing and Community Development

Lavern Law (202) 442-7200

801 North Capitol Street

9<sup>th</sup> Floor Conference Room

METRO Red: Union Station

For more information about the *DC MAIN STREETS* application workshops or procedures, contact:

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